Colleague commuting survey

Fieldwork briefing

21st June 2024

Project intro

- The survey is conducted by BVA BDRC on behalf of Heathrow Airport Ltd.

- It is run every few years and was last conducted in 2019.

- The survey helps Heathrow understand how people travel to/from work, how far they travel and some basic information about employees.

- The results are used to make sure transport facilities are fit for the future support Heathrow's long-term sustainability goals. It also helps understand how employees travel to work at Heathrow during their working week.

- The objective of the project is to interview a broad range of employees with differing levels of seniority, who work at the airport, from as many different companies as possible, to make sure everyone's views are represented.

Project approach / methodology

Methodology overview

Recruitment to online questionnaire (QR code and email) or F2F interview or QR leaflets

Recruitment at designated areas

7 hours shifts

The fieldwork run between June and September 2024

Shift process

On the day of your shift...

Dress code:

- Please wear your uniform.

- Please wear a hi-vis jacket when working at the airside ops.

Items to have with you:

- Please have your work ID card with you at all times.

- Letter of authority - to show it to employers/employees/staff if asked about legitimacy of the survey.

- QR code leaflets.

Shift process

1. Depending on the location, you will be advised where the appropriate places to stand to intercept employees from a range of companies (e.g. canteen and bus stops) are.

2. Introduce yourself and explain what the survey is about. Please mention that the survey is being conducted on behalf of Heathrow Airport Ltd.

3. It is important that you follow the recruitment script as closely as possible.

4. Please approach everyone as if they know nothing about the survey. It is therefore very important to explain the survey to every respondent, its purpose, the likely benefits and the prize draw incentive.

Shift process

- At start of your shift: you will have to input these info in your tablet:

  - Shift number
  - Interviewer number / ID
  - Location where you are recruiting

  You will be prompted to enter this the first time you are recruiting someone. Following this, each selection is pre-selected for the rest of the shift.

Shift process

During the shift…

- Employees can take part in the survey via:

  1. Face to face interviewers with you (CAPI)- you have the option to offer the tablet for survey completion. Please confirm if individuals prefer to fill out the survey independently or with you.

  2. Self-completion - Provide email address. The email with the link to the survey will arrive to the address provided and the person can complete the survey in their own time.

  3. Self-completion - Scan of QR code on your tablet. The QR code will take them to the survey directly and the person can complete the survey in their own time.

  4. Self-completion – QR code leaflet. The person can take a leaflet, scan the QR code and complete the survey in their own time.

Recruitment script

Test link:

https://www.signupanywhere.com/signup/dwrxrztq/offline

Summary

- Different methods of recruitment.

- Follow the recruitment script to explain the project in details.

- Please approach as many employees as possible.

- Please ensure that you actively engage everyone you approach to maximise response rate. We have seen from other similar projects that positive engagement helps to increase the response rate.

Any questions?